Penthouse Magazine

Special September 25th Anniversary Issue

There's an upcoming event that will make your experience in Penthouse extremely memorable. It's the 25th Anniversary Issue of the magazine, the perfect occasion for new advertisers to join us in Penthouse.

Among the highlights will be:

- Over 250 pages
- 25% bonus circulation... that's 300,000 more copies
- Celebrity interviews
- Pulitzer prize winning author Sidney Sheldon feature
- Nebula award winning author Harlan Ellison feature
- 25 years of sex
- A whimsical look at 25 of the best and worst people of the past 25 years.
- The best products of the past 25 years.
- Perfect bound collector's edition.
- A look at the best films, music, fashion, health & fitness products, electronics, computers, cartoons and much more.

PENTHOUSE... THE FACTS OF LIFE.

Sincerely,

Dave Mevorah

Dave Mevorah
National Advertising Sales Manager
(212) 496-6100 ext. 1690

Kay / Mindy,
We should try to take advantage of this issue.
Thanks
-Arun

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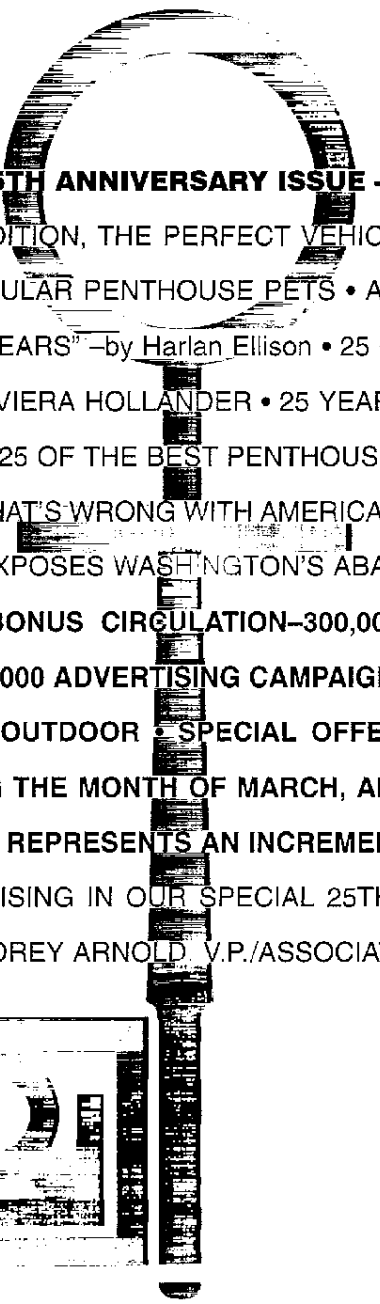
SINCE 1969 NEARLY 3 BILLION PEOPLE HAVE READ PENTHOUSE MAGAZINE

(ANOTHER 6.7 MILLION WILL SEE YOUR ADVERTISEMENT THIS SEPTEMBER)

For our 25th Anniversary, PENTHOUSE, the *number one* selling men's magazine on America's newsstands will publish its most spectacular issue ever!



THE PENTHOUSE 25TH ANNIVERSARY ISSUE – SEPTEMBER 1994

PERFECT-BOUND COLLECTOR'S EDITION, THE PERFECT VEHICLE FOR ALL TYPES OF INSERTS • 250 PAGES • 25 OF THE MOST POPULAR PENTHOUSE PETS • A WHIMSICAL LOOK AT "25 OF THE WORST PEOPLE OF THE PAST 25 YEARS" –by Harlan Ellison • 25 OF THE MOST OUTRAGEOUS LETTERS WRITTEN TO FORUM AND XAVIERA HOLLANDER • 25 YEARS OF SEX–WHAT HAS HAPPENED SINCE THE SEXUAL REVOLUTION • 25 OF THE BEST PENTHOUSE CARTOONS.

PLUS HEIDI FLEISS TELLS US WHAT'S WRONG WITH AMERICAN MEN • PULITZER PRIZE WINNING REPORTER SIDNEY SCHANBERG EXPOSES WASHINGTON'S ABANDONMENT OF VIETNAM M.I.A.'s.

ADVERTISERS RECEIVE 25% BONUS CIRCULATION–300,000 MORE COPIES AT NO EXTRA CHARGE, SUPPORTED BY A $2,500,000 ADVERTISING CAMPAIGN THAT INCLUDES NATIONAL AND SPOT RADIO, NEWSPAPERS AND OUTDOOR • SPECIAL OFFERS TO CHARTER ADVERTISERS, ADVERTISERS WHO BOOK DURING THE MONTH OF MARCH, AND THOSE ADVERTISERS WHOSE AD IN THE SEPTEMBER 1994 ISSUE REPRESENTS AN INCREMENTAL PAGE TO THEIR SCHEDULE.

FOR INFORMATION ON ADVERTISING IN OUR SPECIAL 25TH ANNIVERSARY ISSUE CONTACT YOUR LOCAL AD REP OR CALL: AUDREY ARNOLD, V.P./ASSOCIATE PUBLISHER: 212-496-6100.

PENTHOUSE

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